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2014 WVU-001 R2_Presentation_Projection_Ologie

Ologie

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WEST VIRGINIA UNIVERSITY

COMPREHENSIVE CREATIVE CAMPAIGN

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PROJECT GOALS

- To tell an authentic, compelling story that promotes West Virginia University's quality, relevance, and prominence.
- To inspire internal audiences to take part in this story, with a clear understanding for what it can do for the university.
- To give multiple external audiences, especially prospective students and West Virginians, a clear reason to believe in and advocate for WVU.

DISCOVERY RECAP

DISCOVERY RECAP

Implications for Strategy

We identified **four distinct aspects** that will shape the story for West Virginia University.

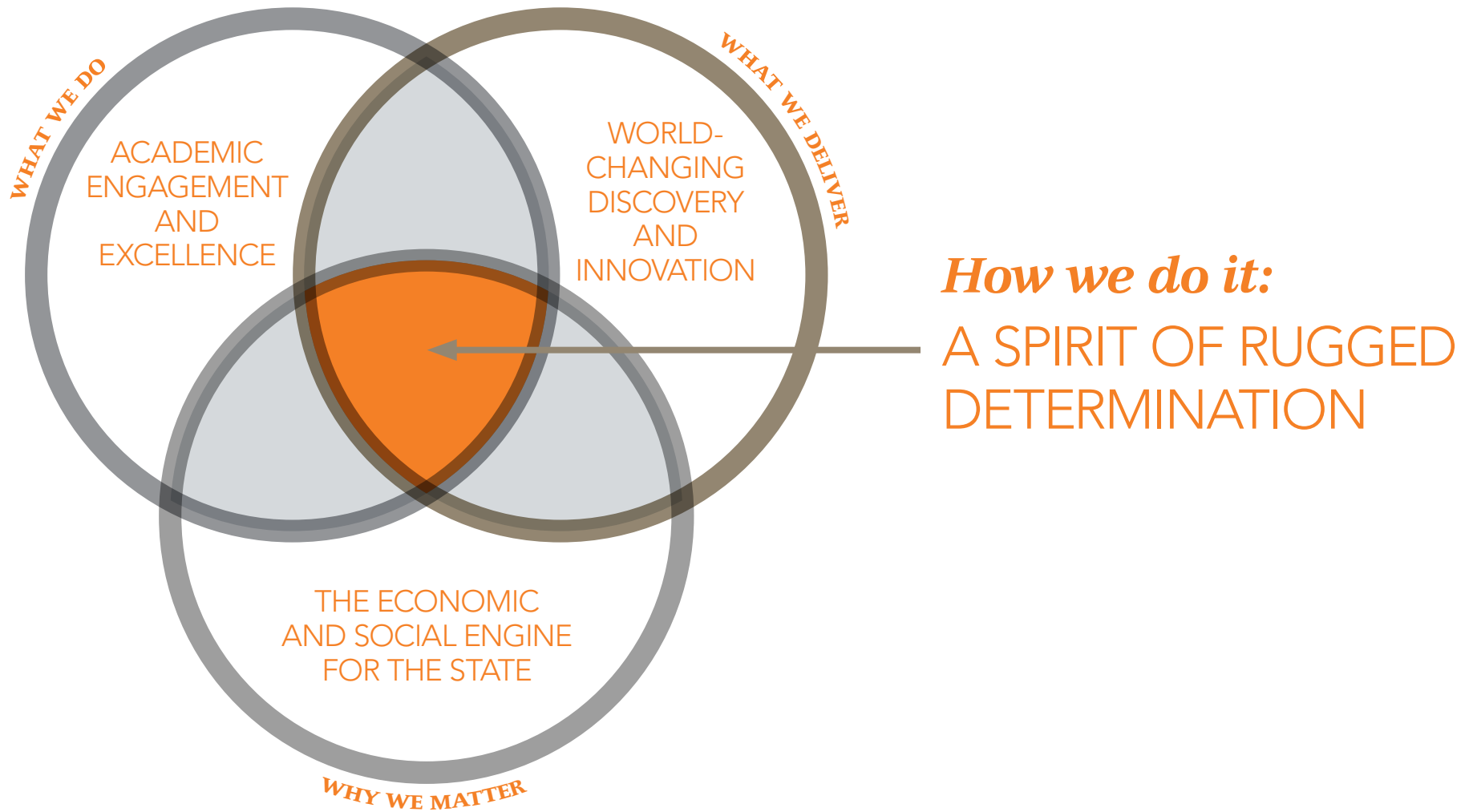
- 1 **Research prominence** in the fields that matter in our region: energy, water quality, rural health and health disparities, and forensics and biometrics.
- 2 Upholding our mission and responsibility to our state, as **the engine** for solving challenges and enhancing the economy.
- 3 A commitment to **academic excellence**, taught by dedicated faculty experts to graduate well-rounded leaders.
- 4 A culture and **spirit of rugged determination** that informs how challenges are addressed and obstacles are conquered.

STRATEGY OVERVIEW

STRATEGY OVERVIEW

Our Positioning

Our positioning is an articulation of our unique role and how we want to be thought of in the minds of our most important audiences. It's meant to both inspire our brand and serve as the most concise depiction of what WVU stands for.



STRATEGY OVERVIEW

Our Positioning

-
- What:** At West Virginia University, we relentlessly pursue world-changing discovery and innovation, and academic engagement, and excellence,
- Why:** so that we are the economic and social engine for our state.
- How:** We do it with what we call **RUGGED DETERMINATION.**
-

STRATEGY OVERVIEW

Our Personality

Our personality traits shape **how our communications look, feel, and sound**.
They create a voice that feels authentic for WVU.

PIONEERING

resourceful and entrepreneurial, proactively
forging new opportunities

INNOVATIVE

cutting-edge and relevant, focused on staying ahead

GROUNDED

unpretentious and real, with a true sense of self

PASSIONATE

a legacy as a fiercely loyal, spirited community

TIRELESS

hardworking and determined,
undaunted by obstacles

CARING

selfless and dedicated to the community,
supporting each other and those in need

CREATIVE

CREATIVE

What You'll See Today

- A concept statement based on research, discovery findings, and strategy.
- Sample tactics that show how everything comes together.
- A defined graphic language.
- A defined tone of voice with examples of how it flexes.

Without firsts,

Without firsts,
there is no new.

Without firsts,
there is no new.
No cutting edge.

Without firsts,
there is no new.
No cutting edge.
No hope.



Without firsts,

**OUR STATE
STANDS STILL.**



**OUR WORLD
WAITS.**

And what you see is forever what you get.

Here,

GOING FIRST

is in our blood.

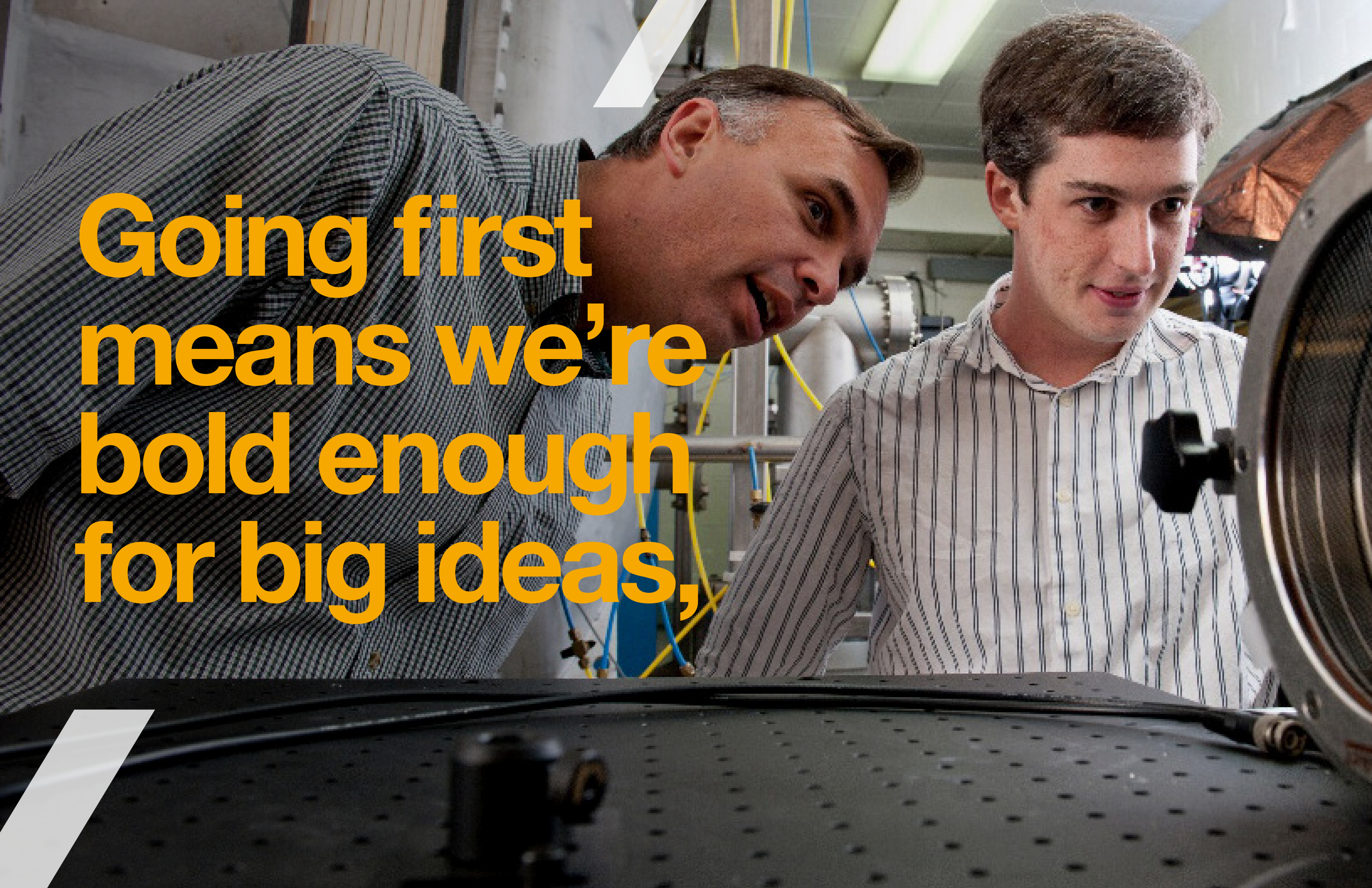




IT'S IN
OUR
SWEAT.



AND IT'S
IN OUR
NATURE.



**Going first
means we're
bold enough
for big ideas,**

A woman with long brown hair, wearing a grey t-shirt, is pointing her right index finger towards the upper left. She is holding a professional video camera with a large lens in her left hand. In the foreground, the back of a person's head and shoulders are visible, looking towards the woman. The background is a dark, industrial-looking space with metal structures. Two thick yellow diagonal lines are overlaid on the image: one in the top right and one in the bottom left.

**and smart
enough to
launch them.**

It's why we go to the edge,
and instead of going back,
**we build a bridge and we
keep going.**



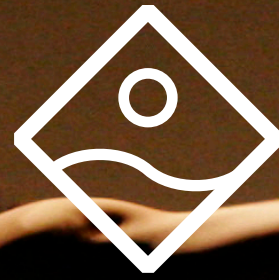
We go forth into a world of untapped
energy ready to be

UNEARTHED



We go forth into a world of unproven
theories waiting to be

UNLOCKED



*and unwritten
journeys ready to*

UNFOLD

These are

**THE NEXT
FRONTIERS.**

These are

**THE NEW
FRONTIERS.**



Frontiers that will lead us to
NEW CURES.



Frontiers that will lead us to
NEW LAWS.



and

**NEW
POSSIBILITIES.**

**All bound to lead
our state and our
country to a better
quality of life.**



So we will

GO ABOVE.



So we will

**GO ABOVE.
GO BEYOND.**



And when everyone else goes back,



MOUNTAINEERS **GO FIRST.**

Let's go.



CREATIVE

Sample Search Piece



Out-of-state cover



Out-of-state spread

CREATIVE

Sample Search Piece



In-state cover




In-state spread

CREATIVE

Sample Home Page

[www.wvu.edu](#)


 West Virginia University


A-Z Site Index • Campus Map • Jobs • Directory

Search WVU [SEARCH](#)

Future Students ▾ Undergraduate Graduate Global

Current Students ▾ Faculty ▾ Staff ▾ Alumni ▾ Parents & Family ▾ Visit ▾ **About WVU** News



 CREATIVE ARTS

Launching a new brand of pioneer

After earning a fashion degree from West Virginia, Farai was determined to make a name for herself—taking her talents to the Big Apple. After rapidly advancing from sales associate to designer, she launched her own brand at New York's famed Fashion Week—fittingly named, FARAI.

FARAI SIMOYI
BS, Fashion Design and Merchandising, '05

[READ MORE](#)

More Links

2020 Strategic Plan	Divisional Academics
Administration	Campuses Extension
Admissions Office	Health & Medicine
The Arts	Libraries
Athletics	Online Classes
Board of Governors	President's Office
Diversity	Research
	Technology

Calendar of Events

OCT 24	All Day Last Day to Drop a Class
OCT 24	10:00 AM - 2:00 PM ASME 27th Pumpkin Drop
OCT 24	07:00 PM - 8:30 PM Women's Soccer vs. Oklahoma State

[Full Calendar](#)

WVUtoday's News


WVU expels three students for post-game disturbances, more disciplinary action expected


WVU and Virginia Tech announcement agreement to play in common sports


WVU marketing students develop #RespectfulMountaineer social media campaign in response to weekend disturbances

[More Headlines](#)

Spotlight

 **Mountaineer Nation Day**
Show your WVU pride on Oct. 25.

 **Discover WVU Open House**
Register for an open house Nov. 8 or Nov. 15.

 **Mountaineer Week**
Celebrating 67 years of Appalachian Heritage.

[Accreditations](#) | [Web Standards](#) | [Questions or Comments?](#)

[Give](#) | [MyAccess](#) | [MountaineerTRAK](#) | [WVU Alert](#) | [WVU Today](#) | [MIX](#)

CREATIVE

Sample College-Specific Communication



Cover



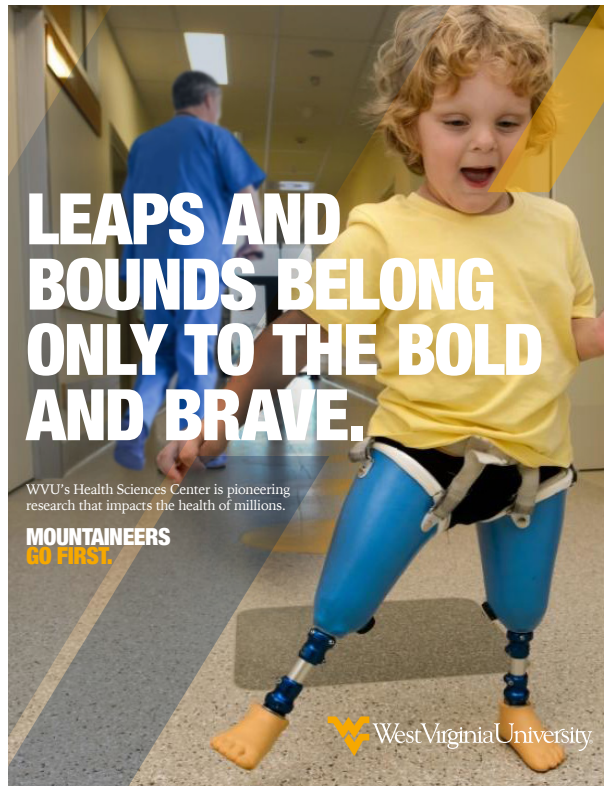
Intro Spread

CREATIVE

Sample Ads



Energy



Rural Health



Dance

CREATIVE

Sample Magazine Layouts



Cover



Article spread and mobile version



CREATIVE

Graphic Language

HELVETICA BOLD CONDENSED

ABCDEFGHI
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

IOWAN OLD STYLE

Abcdefghijk
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

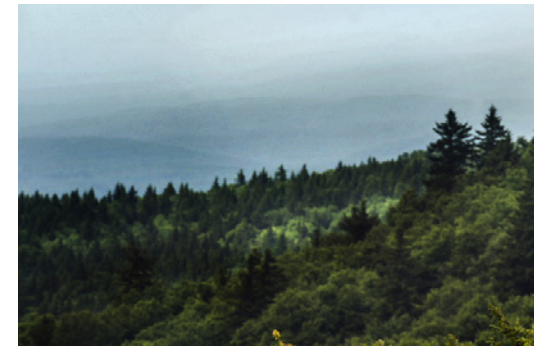
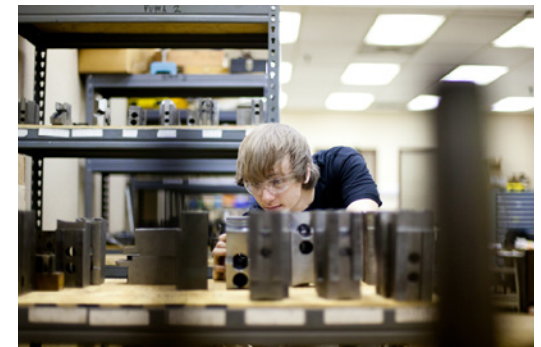
COLOR



GRAPHIC ELEMENTS



PHOTOGRAPHY



CREATIVE

Voice Flexibility

powerful and bold

Short, punchy language that uses “go” or “first.”

Go.
Go big.
Go figure.
Let’s go.

First.
First to launch.
First of all.

active and motivating

Statements that capture action, with “-ing” verbs.

Moving the earth and
powering its future.

Measuring progress
in light years.

Engineering the final
frontier.

spirited and inspiring

Claims that express the passion and pioneering spirit behind the idea of going first.

Leaps and bounds belong
only to the bold and brave.

Progress doesn’t wait around
for precedent.

Innovation will be forged
by those who get up and
go after it.

CREATIVE

Bringing Our Stories to Life

At WVU, "Going First" is a mindset, a culture, and a defining element of the university.

Above all, the theme can help showcase stories and points of pride that capture a rugged determination, a desire to seize opportunities, and a fearlessness to try new things.

- The only institution in the state to be recognized by Carnegie Foundation for community engagement.
- 61,517 hours of community service in 2013.
- WVU produces more Rhodes Scholars than any school in the Midwest.
- The university created 35,000 new jobs in 2013 alone.
- The WVU community raised \$2.1 million for United Way of Monongalia and Preston Counties.

CREATIVE

Bringing Our Stories to Life

Additionally, we can start to collect and curate a broad range of stories that fall into **four additional areas**:

Going first in *innovation*

- PRT: first automated rapid transit in the world (1973)
- Home to the first School of Dentistry in the state (1957)
- State's first level-one trauma center at Ruby Memorial Hospital (1988)
- First in the nation to train coal miners, and home to one of the world's largest underground coal mines
- Home to the Blanchette Rockefeller Neurosciences Institute, the world's first devoted to the study of human memory
- Founding site for the Center for Identification Technology Research (biometrics and identification technology)
- WVU Extension Agents—established first weeklong 4-H Camp in South America, taking a lead in global economy and community
- Professor Suzanne Bell: named to the first-ever National Commission on Forensic Science
- Creation of the WVU Energy Institute
- First university in the U.S. to use vacant broadcast TV channels to provide wireless broadband internet services
- WVU LaunchLab: supporting ideas, startups, and entrepreneurs to bring businesses to the market
- Innovation Award: recognizing members of the WVU community who contribute to big ideas

CREATIVE

Bringing Our Stories to Life

Additionally, we can start to collect and curate a broad range of stories that fall into **four additional areas**:

Going first in *research*

(all research and discoveries across the university)

Going first in pursuit of *personal growth*

- Harriet Lyon: first woman to receive a WVU degree, graduated first in her class
- Jessica Moreale: WVU's first female national boxing champion
- Military, Peace Corps stories of the first to volunteer

Going first to earn *recognition*

- Wise Library/West Virginia and Research History Center: world's largest collection of WV material
- Georgeann Wells: first woman to dunk basketball in a game (1983)
- *U.S. News & World Report* ranked WVU Hospital #1 in the state



BUILDING BRANDS. WITH PURPOSE.